



## *Press Release*

### *Briess unveils new look at MBAA Convention*

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CHILTON, WISCONSIN—Briess Malt & Ingredients Company was formally unveiled as the new name for Briess Malting Company at the 116th annual convention of the Master Brewers Association of America held in Milwaukee in early October. A fresh, new logo accompanies the name change.

"The name more accurately reflects who we are and what we do," said Rick Young, Vice President of Sales & Marketing. "This company entered the malting business more than 125 years ago and quickly became a leading supplier of malt to the brewing industry throughout the world. Today, Briess remains a trusted supplier of malt to the brewing industry, as well as employing multiple grain processes to produce all-natural grain ingredients for foods, pet foods and beverages.

"Our new logo incorporates our new name to clearly demonstrate that we have effectively melded our malting and industrial ingredients experience under one roof," Young continued. "That means increased flexibility, responsiveness and service for our customers, many of whom rely upon us for custom product development. Our experience and passion in developing specialty malts and all natural, healthy grain ingredients are vital components of our business."

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Briess Malt & Ingredients Company is a division of Briess Industries, Inc., which began marketing its pure malt extract as a natural sweetener to the food industry more than 20 years ago. Today, its malt extracts continue to be marketed under the brand names of Maltoferm® and CBW® (Concentrated Brewers Wort. Other Briess product lines for foods include base and specialty malts under the brand name Maltoferm®, the recently-introduced BriesSweet® Brown Rice Syrup, Insta Grains® quick cook grains, and Briess™ toasted grains.

Briess all-natural grain ingredients are rapidly finding favor with food, pet food and beverage manufacturers small and large throughout the United States in the production of baked goods, confectionery, cereals, energy and nutrition bars, cereals, snack foods and many other foods and beverages. Briess all-natural industrial grain ingredients are nutritious, enhance both flavor and texture, and provide eye appeal in finished products. Briess grain ingredients convey a wholesome image to the consumer while being functional in the production process and also enhancing shelf life.

Chief Executive Officer Monica Briess remains committed to continuing the Briess family malting tradition.

“Producing ingredients for both the brewing and food industries strengthens the company and its position as North America's leading producer of specialty malts,” she said.

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